

**Abstract**

1. Process for producing a partially self-adhesively treated backing material, comprising the following steps:
- a) coating a first backing material with domes and/or polygeometric structural forms of self-adhesive composition,
    - a1 the add-on of the self-adhesive composition to the backing material being at least  $3 \text{ g/m}^2$  and
    - a2 the surface coverage of the backing material being at least 1%,
  - b) permanent deformation of at least some of the domes and/or polygeometric structural forms.